

What is claimed is:

1. A process for tuft and filament binding to an unfinished carpet, which comprises applying a coating composition which comprises from 50% to 100% by weight of one or more substantially amorphous poly- α -olefins as a melt to the backside of the unfinished carpet in a coating weight amount of from 20 to 1,500 g/m² to bind the tuft and filament to the unfinished carpet,

wherein the melt viscosity of the coating composition at 190°C is from 200 mPas to 20,000 mPas, and.

2. The process according to claim 1, wherein the substantially amorphous poly- α -olefin comprises polymerized monomer units of
from 0% to 100% by weight of one or more poly- α -olefins having 4 to 10 carbon atoms,
from 0% to 100% by weight of propene, and
from 0% to 20% by weight of ethene.

3. The process according to claim 1, wherein the substantially amorphous poly- α -olefin comprises polymerized monomer units of
from 0% to 80% by weight of one or more poly- α -olefins having 4 to 10 carbon atoms,
from 20% to 100% by weight of propene, and
from 0% to 20% by weight of ethene.

4. The process according to claim 1, wherein the substantially amorphous poly- α -olefin comprises at least one selected from the group consisting of atactic polypropylene, atactic poly-1-butene, propene-ethene copolymer, propene-1-butene copolymer, 1-butene-ethene copolymer and propene-1-butene-ethene terpolymer.

5. The process according to claim 1, wherein the substantially amorphous poly- α -olefin has a softening point between 70 and 165°C, a melt viscosity between 2,000 and 200,000 mPas at 190°C, a density of less than 0.90 g/cm³ and a needle penetration between 3 and 50 x 0.1 mm.

6. The process according to claim 1, wherein the coating composition comprises from 60% to 98% by weight of the substantially amorphous poly- α -olefin.

7. The process according to claim 1, wherein the coating composition further comprises one or more of
- from 0% to 5% by weight of a crystalline polyolefin,
 - from 0% to 40% by weight of a resin,
 - from 0% to 35% by weight of fillers or pigments,
 - from 0% to 10% by weight of a flame retardant other than magnesium hydroxide or aluminum hydroxide, or
 - from 0% to 15% by weight of a wax.
8. The process according to claim 1, wherein the coating composition further comprises from 0% to 10% by weight of wax.
9. A process according to claim 1, wherein the coating composition further comprises from 0% to 7% by weight of wax.
10. A carpet produced by the process of claim 1.
11. The process according to claim 1, wherein the coating composition is applied at a temperature of from 100 to 190°C.
12. The process according to claim 1, wherein the coated carpet material is cured without drying.
13. The process according to claim 1, wherein the coating composition hardens below 100°C.
14. The process according to claim 1, wherein the carpet comprises polypropylene.
15. The process according to claim 1, further comprising heating the carpet before applying the coating composition.
16. The process of claim 1, wherein the coating composition is maintained at a temperature above its melting point after application to the carpet.

17. The process according to claim 1, wherein the coating composition hardens without evaporation of a solvent.

18. The process according to claim 1, wherein the coating composition does not contain water.